**PRESS RELEASE**

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*Written & issued by 4CM.*
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# Citizen becomes a certified member of the SAP® Printer Vendor Program

**Citizen Systems Europe joins the SAP® Printer Vendor Program, optimising a wide range of its market leading label printers for use with SAP systems.**

Citizen Systems Europe, the leading manufacturer of label, barcode, portable and POS printers, has joined the SAP® Printer Vendor Program. In becoming a certified silver level member of the program, Citizen has further optimised the performance and function of a wide range of its desktop, industrial, ticketing and wide format label printers when used with SAP systems.

Citizen label printers can be integrated seamlessly with all standard SAP business applications. This enables non-technical users to design labels in Smart Forms and then quickly and easily print via the SAP ERP system using Citizen's reliable, high performance printers, without the need for specialist training or additional software.

The Citizen label printers that have been certified by SAP include: the efficient CL-S400DT ticketing printer; the reliable CL-S521, CL-S621, CL-S631 desktop printers; the durable CL-E720, CL-E720DT, CL-E730, CL-S700, CL-S700DT, CL-S700R, CL-S703 industrial printers; and the wide format CL-S6621 printer.

Jörk Schüßler, European Marketing Manager at Citizen Systems Europe, explained: "Like our printers, SAP is used by thousands of companies all over the globe, supplying business-

critical services. Through our new collaboration, we've succeeded in boosting still further the capability of our printers and made designing and printing labels even easier for our customers. We've also opened up new sales opportunities for our resellers and value-added resellers, which can now approach businesses operating SAP systems and easily integrate our certified label printers."

To learn more about Citizen's wide range of SAP certified label printers, please visit the Citizen Systems Europe website.

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on Citizen System Europe, please contact us on 01908 533253 or email: info@4cm.co.uk

**Citizen Systems Europe**

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specialising in label, barcode, portable and point-of-sale printers.  In each case, the company's products are sold and supported by a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organisation that manufactures products ranging

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from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing

systems to machine tools, quartz oscillators, LEDs and other electronic components.

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